

# *Технології інформаційного менеджменту та інтелектуального опрацювання даних*

## **Graphical presentation of tourism documentation structure**

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***Abstract – The paper presents the structure of tourism documentation in the graphical form. The tourism documentation properties are considered. The necessity to create tourism documentation based on the choosen structure is highlighted.***

Key words – tourism documentation, quality, documentation structure, tourism product, formal model.

At the present stage of market economy development tourism is one of the promising areas both in the internal and external activity of the country and its regions. Intensive development of the tourism industry in terms of present days causes growth of the knowledge base. It is, therefore, necessary to provide the tourism product consumer with the necessary, accurate and truthful information through the formation of a complete information resource in the form of tourism documentation [1].

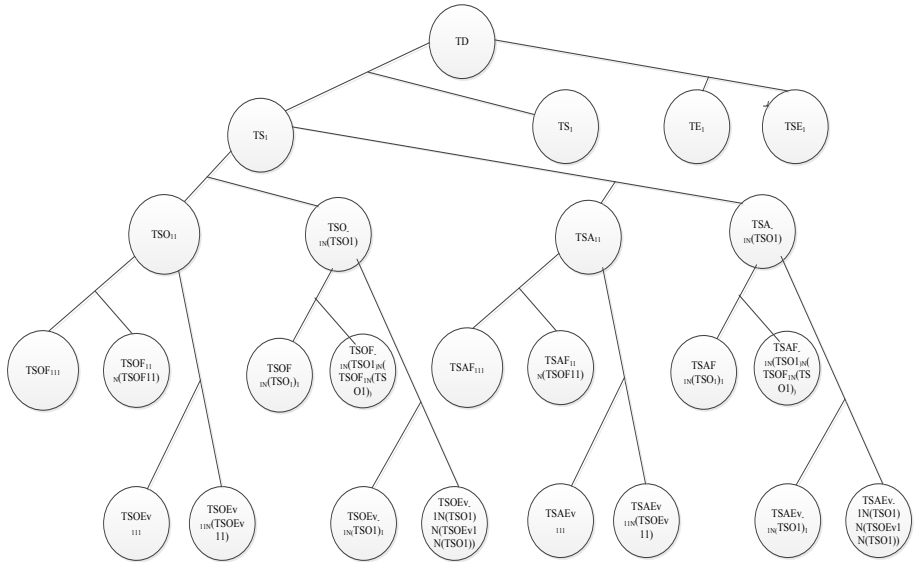
The choice of the appropriate resources allows to select the necessary information, the presence of which indicates the level of documentation quality.

Model of tourism documentation taking into consideration tourism product consumer opinion is created based on its properties:

- the presence of information in chapters;
- complete description of tourism services;
- clarity for the tourism product consumers;
- information actuality;
- relevance to the tourism product user needs.

For the organization of tourism services rendering process, firstly it is necessary to present information in homogeneous form for the solution of problems of high-quality information support formation. It is necessary to develop tourism documentation information model to bring all the documents to a homogeneous form [2,3].

Quality tourism documentation contains information about tourism services (TS) and documented tourism product consumer experience (TE), because it can be used to identify gaps in documentation and to fill them. Also, it contains information about tourism objects (TSO) and activities concerning objects (TSA), which consist of tourism facts (TSOF) and events (TSOEv). The formal model of the tourism documentation structure is graphically depicted in Fig.1.



**Fig.1 Graphical presentation of tourism documentation structure**

Tourism objects need quality documentation to provide a wide range of tourism services. The development of such documentation will ensure the accelerated development of tourism infrastructure and attractiveness of regional tourism.

During the formation of the documentation firstly it is important to consider the main areas of documentation from the point of view of a tourist. This will help to identify the main thematic areas of information extraction and in the future will allow to systematize the basic rules for the analysis of data, both structured and unstructured.

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